



اُونِيُوَرَسِيْتِي تِيكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

FACULTY OF BUSINESS MANAGEMENT

DIPLOMA IN OFFICE MANAGEMENT

BA1184C

FUNDAMENTALS OF ENTREPRENEURSHIP

ENT 300

ITAEWON MART

**PREPARED FOR:
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LETTER OF SUBMISSION

Diploma in Office Management (BA118)
Faculty of Business Management
Universiti Teknologi MARA Cawangan Pahang
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Miss Nurhani Izzati binti Mohd Hanifah
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Faculty of Business Management
Universiti Teknologi MARA Cawangan Pahang
26400 Pahang

Miss,

Submission of the Business Plan (ENT 300)

Attach is the business plan title “**ITAEWON MART- FOOD TRADING**” to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely

AMIRAH FARZANA BINTI IBRAHIM
General Manager

ACKNOWLEDGEMENT

Alhamdulillah, most grateful to Allah S.W.T for the completion of this Business Plan as one of the requirement that need to be accomplish in the course work assessment for the code ENT300.

Our team would like to express our special thanks of gratitude to our lecturer Miss Hani Izzati who gave us the golden opportunity to do this good project on the topic "FUNDAMENTALS OF ENTREPRENUERSHIP", which also helped me in doing a lot of research and we come to know about so many new things.

Secondly, we would also like to thank you to our parents and friends who helped us a lot in finalizing this project within the limited time frame. We being over helmed in all humbles and gratefulness to acknowledge our depth to all those who have helped us to put these ideas, well above the level of simplicity and into something concrete. Any attempt at any level cannot be satisfactorily complete without the support and guidance of my parent and friends. We would like to thank you to our parents who is understand our situation when pandemic Covid-19.

Ultimately, to those who participated and contributed directly or indirectly to this business plan, we are very thankful to them for the commitment and dedication they have displayed in this project before business plan has been successfully complete. We apologize to any other unnamed person who helped to complete this project in a variety of ways and we hope this business plan report can give us a little bit of information about entrepreneurship world and fact about how to become an entrepreneur in future.

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EXECUTIVE SUMMARY

Itaewon Mart is located at Jalan 14, Lot 53 Jalan Teluk Cempedak, 25200 Kuantan, Pahang. Itaewon mart was created to provide a good quality of meal from two culture combined in a store to create a fusion and enhance the quality to give satisfaction for our customers and to build a franchise through out West Malaysia. Secondly, is to build a franchise through out West Malaysia and lastly we want to increase our productivity for a better approach for the customer's comfort in the store.

Itaewon mart are formed by a partnership of four person whom are the Administration Manager (Nor Khalidah Binti Nasarudin), Marketing Manager (Azlin Azureen Bt Rahmat), Operational Manager (Shaidatul Mashitah Binti Zakaria), General Manager, the Financial Manager and also the owner of Itaewon mart (Amirah Farzana Binti Ibrahim). Itaewon mart is a business that we created in order to fulfil the urge of our customer's needs to taste the flavour of Korean cuisine and at the same time they can buy Malaysian food in the same place. Our mart use a great quality and halal sources to fulfil our customer's taste and muslim's regulation for the food as this country have more muslim people consumers.

We have three competitors in the market share at this area. While most of them are the well-known business through out Malaysia, or market share have not has any Korean-Malay business and we want to be one of the first business that serve this kind of products and services.

The owner and partnership has invested RM 50,000.00 to meet working capital requirements and will use loan of RM 186,958.00 to supplement the rest. Our sales projection for the first year are RM 328,698.00. We project a 10% of growth rate for the next year and by the third year we project 15% of the growth. We will have three general worker with basic salary for each one of the general worker are RM1,100.00 per person and the manager basic salary are RM1,300.00 per person.